



Building Your LinkedIn Profile

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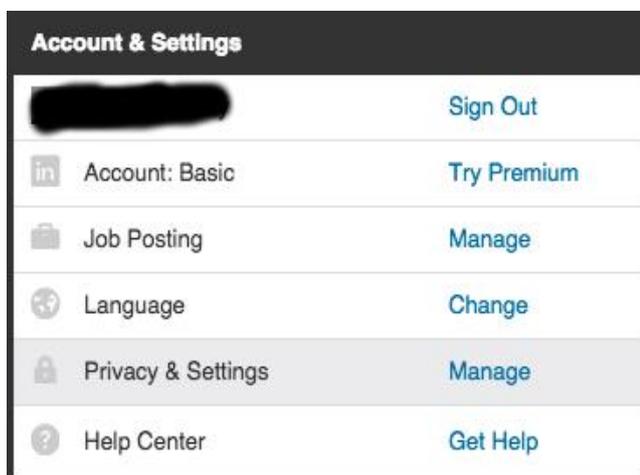
LinkedIn is a great tool for networking and job-hunting, and is now used by over 90% of recruiters. However, many people have not yet optimised their profile. So here are a few pointers to help you on your way to creating a profile that ranks well and stands out from others.

Making sure your public profile gets found

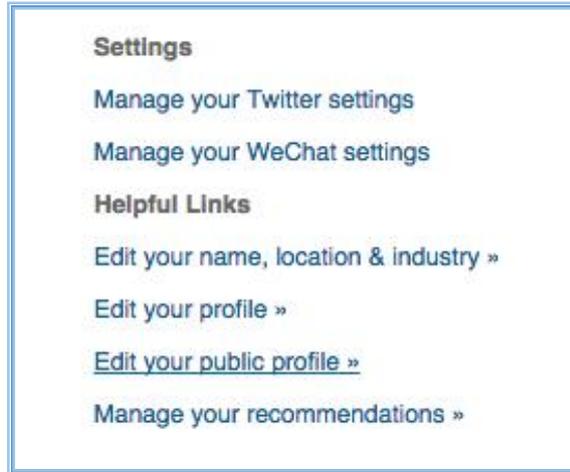
1. Set your public profile to visible

Google loves LinkedIn, but many people do not know how to make their profile visible on Google or Bing. Fortunately, this is an easy fix that will bring some instant results. Follow the steps that follow to get your profile found by search engines.

1. Inside your LinkedIn account, navigate over to “Privacy and Settings” and select “Manage”.



2. On the screen that follows, click on “Edit your public profile”.



Fast Facts

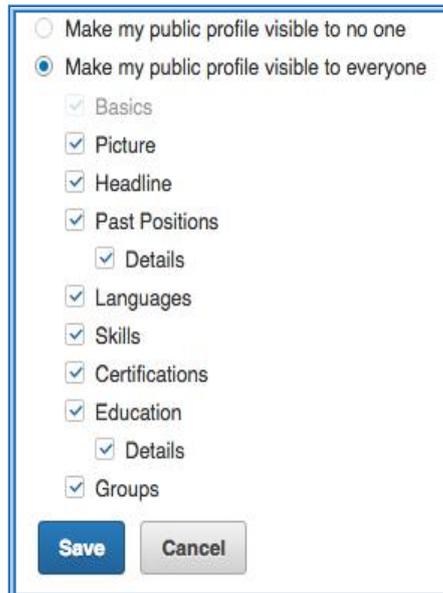
32%

It is estimated that less than 32% of existing profiles are coded and written correctly on LinkedIn. That's ample opportunity to increase your chances where others don't.

87.0%

In a Recruiter Survey, 87% of recruiters surveyed said they use LinkedIn as an integral part of their recruitment strategy.

3. Finally, under Customize Your Public Profile, select “Make my public profile visible to everyone.”



Did you know?

LinkedIn recommendations can provide a strong social validation. However, the quality of recommendation matters so ensure you hand-pick those you would like the public to see.

2. Create a custom URL for your profile

Most LinkedIn members use the automatically generated URL that was given to them when their account was created. This is not optimal. You can get an edge over other candidates by creating your own custom URL.

This has the dual benefit of both improving your Google search rank and making your LinkedIn profile easier to share with others. You can, for example, include your custom URL on business cards.

Improving the visibility of your internal profile

Recruiters and employers are constantly searching for candidates via the LinkedIn search function, so you need to find ways to improve your ranking on this search.

1. *Make sure that your profile is complete*

This seems like an obvious point, but you should make sure to fill out all the sections of your LinkedIn profile. Many people neglect doing this, but it does make a big difference to your overall search ranking.

2. *Create a punchy headline*

You can change the headline of your LinkedIn profile. By default, this is set to your current job title and company, but you can edit the headline to focus more on your target industry. And don't stop there - you can add more than one title!

To do this, go to your LinkedIn profile and click on the pencil icon next to the headline. You can then change the content.

Example changes:

“Financial Regional Reporting Manager” – few recruiters would search for this title. You can instead change this to: “Senior Financial Controller | Finance Manager”

“Buildings Management” change to “Facilities Manager | Maintenance Manager”

Think about what titles relate to the job market. You can, for example, look at some of the higher ranking profiles for inspiration. What job titles are they using? Can you adapt one of them to your profile?

3. *Choose your main keyword to target*

The most popular search string that recruiters will use for searching profiles on LinkedIn is: **Title + Industry + Location**

Therefore, keywords found on your profile can significantly improve your profile visibility and search ranking.

Your position title - Similar to what was discussed in the “Create a punchy headline” section above. For your position title, you may want to consider adding in an industry equivalent in brackets.

Industry – Cover industry keywords in your skills matrix. You can also add mention of industry type in your profile and company descriptions.

Location – If no location is entered, your profile might be omitted from some searches.

4. *Include some secondary keywords too*

Adding in secondary keywords to your profile will also help make your internal profile more visible. Writing some relevant terms inside your job description(s) is an effective way to do this. This step will also improve results for your main keyword, assuming the terms are at least somewhat related.

Making your internal LinkedIn profile more attractive

While it's great to get eyeballs on your profile via Google and LinkedIn searches, you still need to keep people's attention while you have it. Here are some tips to showcase yourself as a dynamic professional who recruiters will want to introduce and employers will want to hire.

1. Get a professional profile

Keep your picture professional. LinkedIn isn't Facebook – this is a totally different audience so bear that in mind. The profile picture is the first thing that people see when they navigate over to your profile, so you need to make a strong first impression.

2. Content

As with a resume/CV, content is king. However, you need to write content that is more palatable to the LinkedIn audience, i.e. more streamlined and a little less wordy. Search for examples on the internet and from LinkedIn profiles that impress you.

Make sure you fill in all sections including profile and job descriptions. However, it's worth noting that you only need to go as far back as 4 jobs.

3. Use achievements to sell your skills

Listing your achievements really does make a difference. This is the section that sets you apart from others. Try to think of any tangible achievements that will add value to future companies. If you are stuck for ideas, then talk to your boss or other co-workers. Ask for their input on what you have achieved and the projects you have contributed to.

4. Update the skills matrix

Adding skills to your profile makes you appear more attractive to employers and recruiters alike. This will also go towards improving your search ranking within LinkedIn. Focus only on skills that are specific and value-adding. Including Microsoft Word or PowerPoint fails to set you apart from everyone else. Always differentiate!

5. Get some recommendations

Social proof is an incredibly powerful tool for boosting your LinkedIn profile. Approach former managers or colleagues who you got on well with and ask them to write a recommendation for your profile. Recommendations show that you are a real person with active contacts in your industry – something which greatly increases your chances of being contacted by recruiters.

6. Proofread your profile

The last thing you want is to appear unprofessional by leaving spelling mistakes or poor grammar on your profile. Take the time to proofread your profile several times and also get a friend to look over it. Remember - job duties should be written in the past tense for previous roles!

LinkedIn Profile: Dennis Nicholson
 Director - Sales & Marketing at Fleet IT
 Sydney Area, Australia | Telecommunications
 Current: Fleet IT

Background

Summary

Performance-turnaround specialist (MBA, BComm.) with a progressive career tracking 25+ years, providing the vision and direction needed to achieve accelerated and sustained growth in competitive landscapes. Strong exposure to Australia and Asia Pac markets including, Singapore, China and Korea. Continuously delivered measurable success in transition management, taking negative and underperforming regions to become flagship operations.

Recent achievements include:

- ◆ Restructured Fleet IT, a mid-sized fleet technology business
- ◆ Rolled out 5 year strategic plan, and identified \$1.2Mil in bottom line cost eradication.
- ◆ Won back critical market share, returning a +32% shift in overall market share
- ◆ Grew AB Travel Group from \$7Mil in 2002 to \$19Mil in under three years
- ◆ Returned over 140% return on investment against selected campaigns, for AB Travel

Experience

DIRECTOR – Sales & Marketing (Australia & Asia Pac)
Fleet IT
 February 2010 – Present (3 years 5 months)

Fleet IT Solutions is a leading IT applications provider to the Fleet Service industry with clients that include many Tier 1 shipping and logistics firms. Globally, Fleet IT employs of 180 staff including senior IT developers and IT architects.

- ◆ Reversed three year decline in growth, executing a fully revitalised 5-year strategic plan
- ◆ Returned business to break-even and then profit within 18 months
- ◆ Led growth since 2008 of 20% EBIT, and +32% increase in overall market share
- ◆ Won "2013/2014" Global Business Award
- ◆ Rationalised costs across Australia, Singapore, China and Korea.
- ◆ Regained investor confidence, transitioning the business from "competitor" to "market leader".
- ◆ Negotiated complex tenders and proposals (to \$480k in fees) with 90% strike rates.
- ◆ Executed a highly successful CRM project deployment (Salesforce.com)
- ◆ Recruited a multi-skilled team of 40 staff locally and overseas

PROFILE STRENGTH
All-Star

Insights About Dennis's Network

Help grow Dennis's network!
 Do you know anyone Dennis should connect with?
[Suggest connections](#)

ADS BY LINKEDIN MEMBERS

How CEOs Improve Results
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 Knowledge is power. Use it to ensure your comp plans are competitive.
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Recommendations

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itouch... by Roland Coombes

Sample LinkedIn Profile by itouch

We hope you enjoyed these tips.
Do you need assistance with improving your LinkedIn profile?

Contact us today.

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